

Jalen Martin

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EDUCATION

Haverford College, Haverford, PA, Bachelor of Arts, May 2023

GPA: 3.76

Major: English, with Creative Writing concentration

Minor: Visual Studies

- Recipient of the Tritton Family Scholarship Fund
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EXPERIENCE

Communications Intern, Major League Baseball Players' Association

September 2023 – Present

Draft and edit press releases, media advisories, issue summaries, player biographies and reports. Conduct research on players and statistics for special projects. Monitor professional baseball news and coverage for internal communications. Create graphics for social media. Update and maintain department media list. Support the communications, digital media, and legal teams as needed.

Associate Editor and Newsletter Writer, Knicks Fan TV

June 2022 – Present

Produce articles on Knicks news and NBA topics for online newsroom that averages 15,000 page views per month. Leverage best practices for search engine optimization. Manage editorial calendar. Create content for newsletter with a 5,000-person mailing list, increasing email open rate by 27.7% over five months.

Communications and Public Relations Intern, San Francisco Museum of Modern Art

June 2023 – August 2023

Wrote and edited press releases and media alerts. Edited copy for museum publications. Reorganized and updated a database of 4,000 media contacts on Meltwater. Researched new press contacts in underrepresented beats for upcoming special exhibitions. Tracked coverage of SFMOMA in print and online publications. Participated in PR and Editorial team meetings.

Sports Radio Broadcast Co-Host, WHRC Station at Haverford College

September 2022 – May 2023

Co-produced and hosted a weekly radio show on the college radio station covering topics in the NBA.

Sports Information Office Student Assistant, Haverford College

August 2022 – May 2023

Produced student-athlete profiles and features on athletic events and experiences for the Haverford Athletics website.

Arts and Humanities Program and Policy Advisor, Hurford Center, Haverford College

October 2021 – May 2023

Reviewed student proposals for arts project funding requests. Proposed changes to programming and funding policies to the center's steering committee. Collected and reported student feedback. Assisted with production of funded projects.

Writing Center Tutor, Haverford College

September 2021 – May 2023

Assisted students with writing assignments at every stage, including brainstorming, outlining, revising, and citing sources.

Communications Office Student Assistant, Haverford College

May 2021 – May 2023

Produced 53 articles for online newsroom, print magazine, and admissions publications. Interviewed students, alumni, faculty, and staff about high-level academic work and outcomes across disciplines.

Video Producer and Board Member, "SLOP Studios," Haverford College

January 2022 – January 2023

Co-managed student online video production organization. Produced original content for "SLOP Studios" YouTube page. Sourced funding for video projects. Managed budgets. Coordinated student network. Promoted content on Instagram.

Documentary Film Impact Campaign Fellow, Asian American Documentary Network

May 2022 – August 2022

Assisted in impact campaign planning for the Sundance-funded film, *Mai American*. Organized screenings with Asian, immigrant, and queer-focused partner organizations. Created databases of contacts, film festivals, and grant deadlines.

Open Call Student Art Exhibition Co-Curator, VCAM, Haverford College

February 2021 & February 2022

Organized, publicized, curated, and installed art exhibitions in a physical gallery space and an online format.

Black Students League Board Member, Haverford College

October 2020 – May 2021

Planned and hosted club meetings to discuss relevant topics in Black news and culture. Organized and promoted a series of Black History Month events in both physical and online spaces.

Anti-Racism Project Assistant, President's Office, Haverford College

September 2020 – May 2021

Tracked and evaluated the progress of DEI initiatives. Allocated \$40,000 to institutional programming. Collected and reported student feedback to the President of the College.

SKILLS

Microsoft Office: Word, Excel, PowerPoint, Outlook, SharePoint

CMS: WordPress, Wix, Drupal, MailChimp, PrestoSports

Citation Styles: AP Style, Chicago Manual of Style

Adobe Suite: Photoshop, Premiere Pro, InDesign

Social Media: YouTube, Instagram, Twitter/X

Media Intelligence: Meltwater, Muck Rack

Project Management: Asana, Monday

Language: Spanish (intermediate)